

Sergio Zyman

Leading Authority on Global Marketing, Branding & Strategy

CSA CELEBRITY SPEAKERS

Sergio Zyman is the Chairman and Founder of Zyman Group and the former Chief Marketing Officer of The Coca-Cola Company. Over the course of 30+ years of hands-on marketing experience, Sergio has conceived a revolutionary set of principles that are proven to translate marketing strategies into positive business results.

"One of the three great pitchmen of the 20th Century" - Time magazin

In detail

Sergio holds an Executive MBA from Harvard University and attended graduate schools in London, Paris and Jerusalem. He was named Man of the Year in 1998 by the UJA. His record as a master marketer includes tenures with Pepsico and Procter and Gamble, but he is best known and internationally respected for his bold actions at Coca-Cola when he re-conceptualised the company´s marketing strategy and boosted worldwide annual volume from 9 billion to 15 billion cases - the most explosive growth period in the company's history. He passionately advocates a vision of scientific, process-based marketing as the driver of sales and profits and the centerpiece of business. In 2008, he was bestowed a Lifetime Achievement Award by the Asociacion Nacional de la Publicidad.

What he offers you

A marketing visionary and the man who put the fizz back in Coca-Cola's fortunes, Sergio challenges audiences to re-think their marketing strategies and he provides the framework to understand customers more deeply and in ways that will help drive growth. He speaks on non-traditional growth strategies, the role of marketing in corporations, the similarities between the political process and the marketing process, and all current and social events and the impact on consumer behaviour.

How he presents

Sergio Zyman has been hailed as one of the most dynamic and charismatic speakers in the world. He energizes audiences with his entertaining and bold, unpredictable style. He is not afraid to challenge audiences and take controversial points of views.

Topics

- A Down Economy: The Lazy Marketers Lame Excuse
- Private Equity: It's Not About "Managing the Business"
- Why Marketers Need to Be More Like Politicians
- So You're On The Health and Wellness Bandwagon? Going Beyond Trends to Generate Growth
- Green Marketing: The Good, The Bad and The Ugly About Going Green

Languages

Sergio presents in English or Spanish.

Want to know more?

Give us a call or send us an e-mail to find out exactly what he could bring to your event.

How to book him?

Simply phone, fax or e-mail us.

Publications

2004

Renovate Before You Innovate: Why Doing the New Thing Might Not Be the Right Thing

2002

The End of Advertising As We Know It

2001

Emotional Branding

Personal Brand Building

The End of Marketing As We Know It

2000

Building Brandwidth